

Market Intelligence Digest

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The Rise of Jelly Textures in Beauty

Beauty launches are using gels and jelly textures to add an element of playfulness and sensory satisfaction.

Mintel recommends

Make beauty products more fun to use

Mintel Trend [*Sense of the Intense*](#) shows how intense physical and sensory experiences give brands and products deeper meaning.

Innovating with **textures** can create beauty products that provide a more **enjoyable and exciting experience** for users.

Play with textures to increase product benefits

As well as being key to user experience, product texture can also boost the **benefits** of the formula. Gels and jelly textures, for example, can enhance **cooling and hydrating** claims for multiple categories.

Create novel and surprising textures

Brands have ample opportunities for innovation using gel, jelly, slime or mochi textures to add **lightness, bounciness and slip** to product formulas as well as adding an element of **playfulness** or reinventing product **application**.

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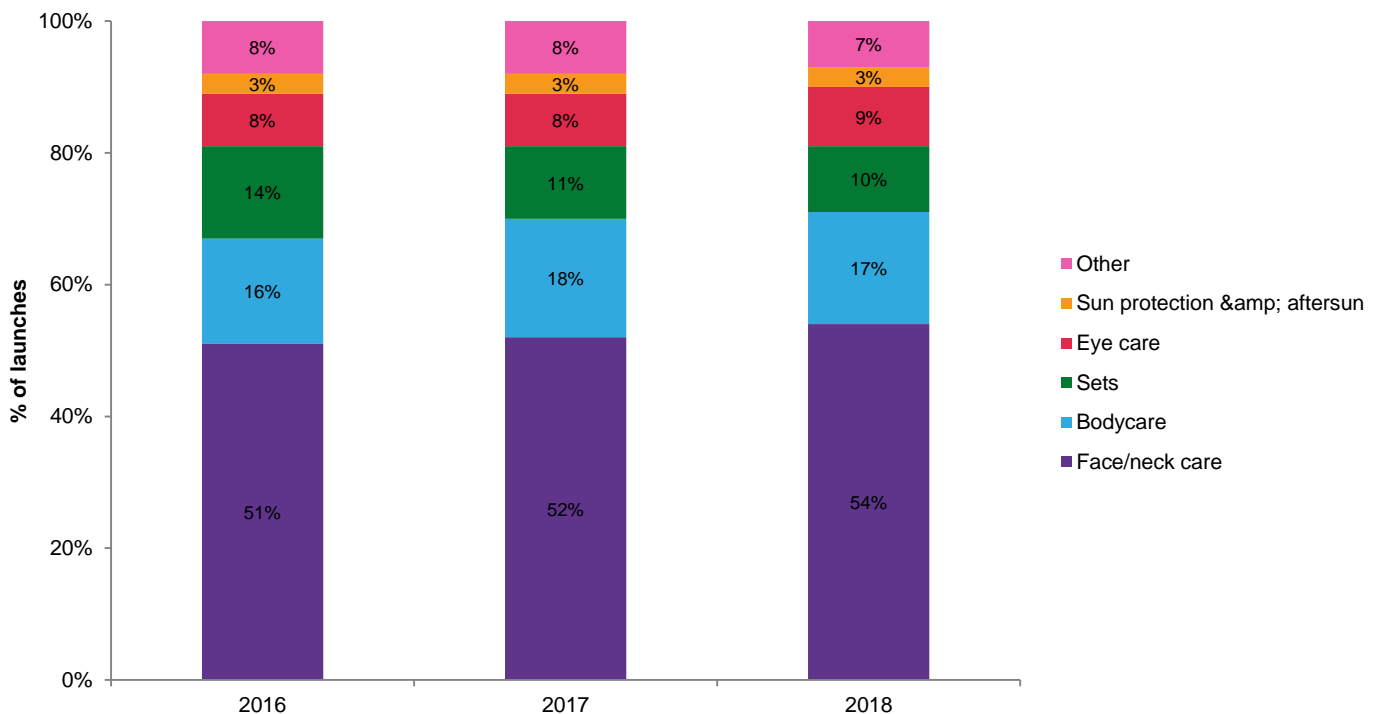
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Gels and jellies have highest use in face/neck care products

Gels/jelly textures featured in around [5% of BPC products](#) launched between 2015-18. Traditionally used in soap & bath products, gel and jellies are now gaining ground in categories such as facial skincare and bodycare.

Within skincare, face/neck care products is by far the most common sub-category for jelly textures, showing a steady increase over the last three years.

Global: skincare NPD with gel & jelly textures, by top five sub-categories, 2016-18



Jellies offer an opportunity for facial cleansing

Often associated with a refreshing effect and a gentle feel, jelly facial cleansers can benefit from transforming textures to amplify the skin-invigorating results.

Lighter and more fluid than a traditional gel, these more innovative textures can transform to an oil when touching the skin for better sebum and makeup-removing effects, and foam up when mixed with water to remove product residue.

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Jelly masks offer simplicity of use and multi-sensoriality

Facial jelly masks offer colorful bouncy textures that encourage consumers to add an extra step to their routine. Either leave-on for convenience or easy to rinse, jellies offer a simpler yet multi-sensory application.

Peach & Lily Femmue Flower Infused Fine Mask features a juicy wash-off texture that helps achieve the elusive 'glass-skin' effect, while FAB Ginger & Turmeric Vitamin C Jelly Mask is described as an addictive texture that awakens the senses.



[FAB First Aid Beauty Hello FAB Ginger & Turmeric Vitamin C Jelly Mask](#)



[Peach & Lily Femmue Flower Infused Fine Mask](#)

Boosting jelly mist to increase the effects of sheet masks



[Aqualabo. Mask Boosting Jelly Mist](#) (South Korea)

Jelly mists can be used to introduce an additional skincare step that boosts the use of facial masks for intensified moisture.

Aqualabo. Mask Boosting Jelly Mist features a gel-to-liquid texture that opens up the absorption pathway of the skin to boost effectiveness of subsequent skincare products, such as sheet masks, while adjusting pH balance and strengthening skin barrier with an amino acid complex and *Schisandra chinensis* (magnolia berry) extract.

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Where next for jellies?

Create playful shower products for adults and children

Monvely Monster has created two shower jellies in colorful varieties to provide a unique shower experience. The texture, described as bouncy, soft and "chewy", can be applied directly out of the pack onto wet skin to create a rich lather.

The formulas are also enriched with AHA and BHA to remove sebum and dead skin cells, while calamansi and green tea extracts contribute to creating a smoothing effect.

As part of its Ritual of Holi range, Rituals has also created a [Wobbling Shower Jelly](#) that inspired [YouTube challenges](#), while Aldi's budget brand Ombia launched the [Juicy Melon Shower Jelly](#), a deliciously scented formula to make bath time more appealing for children.

Avon's [Soapy Slime Body Cleanser](#) comes in a wiggly green, jelly-like slimy texture said to inspire kids' [imagination](#) and offer 100% fun. Similarly, [Crayola](#) has created Play Dough-inspired Bath Slime soaps in various scents.



[Monvely Monster Spongemon Soft Chewy Shower Jelly Calamansi](#) (South Korea)

Mochi: an exciting new food-inspired texture

The traditional glutinous Japanese rice cake has inspired the latest texture trend in beauty. Mochi is gaining appeal across multiple categories as it encourages experimentation and unique user experiences, in line with Mintel Trend [Sense of the Intense](#), highlighting the way in which marketers are increasingly seeking to stimulate the senses to deliver more memorable products.

[Shiseido Waso Silky Smooth Mochi Mask](#) allows the user to mix the liquid and powder substances in the provided cup to create their preferred texture, consistency and size. The warming sensation and the texture similar to freshly pounded mochi are said to relax skin and mind

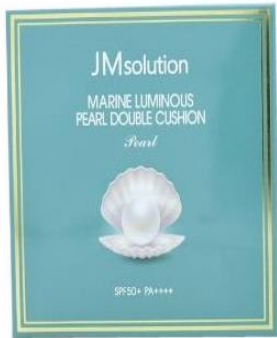


[Shiseido Waso Silky Smooth Mochi Mask](#)

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Mochi textures in color cosmetics



Mochi cushion

[JM Solution Marine Luminous Pearl Double Cushion Pearl SPF 50+ PA++++](#) has a mochi-like structure to prevent the formula from drying out and provides a moisturizing finish (South Korea).

Mochi lip jelly

[Innisfree Mochi Lip Jelly](#) comes in a gooey jelly texture said to recreate a mochi-like look on the lips (South Korea).



Easy to apply mochi highlighter

[Kaja Mochi Glow Bouncy Highlighter](#) is a buildable highlighter that applies like a cream and dries like a powder for easy application with the fingers and a natural, lit-from-within radiance (US).



Jelly as a new fragrance delivery system

Given the increasing consumer dissatisfaction with scents that are either too strong, don't last long enough or can cause allergic reactions, the fragrance category should embrace new and innovative delivery systems to overcome these concerns.

[Ellis Brooklyn Hydraparfum](#) is a scent made with pure fragrance oil particles infused in a hyaluronic acid water-based gel for improved longevity. The vegan formula uses the hydrating virtues of sodium hyaluronate for a longer-lasting fragrance, while the exclusion of alcohol contributes to creating more subtle fragrance notes.

Jellies with safe moisturizing ingredients can offer a successful alternative to traditional fragrances.